

City College News

GEORGE BROWN COLLEGE

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Telephone system will be replaced

George Brown's telephone troubles should finally come to an end next year when a new phone system which will allow direct dialing to all areas in the College is installed.

The Board of Governors gave College officials the go-ahead in February to negotiate with Bell Canada for the lease of a Centrex telephone system. It will replace the current Executone system which is no longer considered capable of dealing effectively with the high volume of calls to and from the College.

Since the new system won't be in operation until April, 1989, the Board also approved spending \$15,000 to upgrade the existing system in the interim.

The decision to replace the six-year-old, American-made Executone system was the result of a recommendation made by a College task force which has been investigating the phone system at George Brown since June.

Assisted by a telecommunications consultant, the taskforce concluded the major shortcoming of the system stems from its central switchboard type of operation. With all College phone traffic — with a few exceptions, like the direct lines into Information Services — routed through the 40-line central switchboard, attendants are often overloaded, called extensions are frequently busy or unanswered and numerous calls have to be rerouted.

Traffic through the central switchboard, the taskforce found, averages about 3,000 calls per day, increasing to 7,000 at peak times of the year. Student calls in September, for example, completely saturate the College's phone system. A direct dial system would enable most callers to bypass the central switchboard.

"The present system is just too limited to handle current demand," says Michael Rant, Director of Physical Resources. He says traffic has almost doubled since the existing system was installed in 1982. Before that, George Brown had a mechanical cord switchboard.

"The key improvement of the new system will be its flexibility and the ability

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MINISTER VISITS - Colleges and Universities Minister the Hon. Lyn McLeod chats with Electronic Office Systems instructor Roger Sarker (standing) and student Cletus Charlemagne on a visit to the College in February.

Apprentice funding seen in jeopardy

George Brown staff hope to lead a fight to save Canada's apprenticeship system from the threat of federal funding cutbacks.

Instructors Amy Thornton and Alan Quaile have formed what they hope will be a national coalition of educators, trade unionists, and employers to counter a proposed move by the Ministry of Employment and Immigration to change the rules for funding apprenticeship programs.

Their independent organization, called Protect Apprenticeship Training and

Quality (PATQ), will propose a reformed apprenticeship system after extensive research and consultation, they say.

Under proposed federal changes, which are under review for a year, funding for each apprenticeship trade would be reviewed bi-annually - with the possibility of the federal government withdrawing funding at each review.

Under the current system, funding of all apprenticeship trades in Ontario by the federal government has been virtually "automatic" despite annual reviews say provincial Ministry of Skills Development officials.

Dr. Rifky Taher, Director of the Employment Skills Directorate in Ontario for Employment and Immigration Canada, says the federal government has always had the right to "opt out" of funding apprenticeship trades in Ontario but has not done so.

Thornton and Quaile, along with other critics, say the federal government change could jeopardize the entire apprenticeship system because the funding reviews every two years will create a climate of uncertainty among employers who must hire apprentices for three to five years.

They also say the federal government could use its discretionary powers under the proposed system to reduce the number

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CollegeFest: more than an open house

Thursday, April 21, will be a day unlike any other George Brown has seen. Hundreds of potential students and members of the public are expected to descend on the College for CollegeFest, the first multi-campus open house ever held. They'll see students from all Divisions at work, as well as special demonstrations and activities at Casa Loma, Kensington and St. James campuses. CollegeFest is the centrepiece of George Brown's 20th Anniversary celebrations. See Doug Light's Comment on page 2 for more information.



Comment by Doug Light

CollegeFest is a time to show off

After months of intense planning and preparation by staff across the College, George Brown's 20th Anniversary celebrations are coming into sharp focus.

Kicking off the celebration will be a dinner at Plumer's on April 14, at which more than 80 former staff, students, members of the Board of Governors and past and current advisory committee members will be recognized for their contributions to the College.

Activity will be concentrated for the most part in the following week starting Monday, April 18. On that day, at noon in the atrium of the St. James Campus, Toronto Mayor Art Eggleton will proclaim the start of George Brown College week in the city as part of a special program of dance, drama and musical performances. One of the highlights of the ceremony will be the premiere of a new George Brown song.

Staff and students at Casa Loma, Kensington and St. James get fully involved later in the week when the College opens its doors on April 21 for CollegeFest - an open house for the public and potential students.

Visitors to George Brown that day will be able watch students at work in all programs at the College - from Tool and Die Making to Fashion Design. They'll also get to watch special performances by our dance students, talk to instructors in Career Forums and try their hand at some simple electronic assembly.

CollegeFest is perhaps the best opportunity for the College to show off to the public in years. It's also an ideal occasion to impress potential students with the value of a George Brown education.

The week ends on an upbeat note at a College-wide Nostalgia Dance for staff to be held in the Casa Loma gym on Friday, April 22.

Credit for these exciting events goes to the 20th Anniversary Planning Committee, with Chairperson Jenny Ono of the Board of Governors, its sub-committees and all the individuals who have contributed time and energy to ensure the celebration is a success.

Lois Smith leaving Dance School

Lois Smith is ending a career as a full-time dance educator that has spanned almost two decades.

The former National Ballet Prima Ballerina has decided to leave her post as Chairperson and Artistic Director of the George Brown School of Dance after 13 years with the College.

While she will continue to work as a guest teacher and choreographer for dance schools and companies, Smith says she is looking forward to more private time to pursue other interests.

"I will continue to freelance, but not on a full-time basis," she says.

President Doug Light says he regrets losing Smith.

"Lois Smith has made an important contribution to dance training in Toronto, and Canada, in her years with the College," he says.

Smith, Canada's first Prima Ballerina, began teaching in her own private school in 1969 after 18 years as a principal dancer with the National Ballet.

She joined George Brown in 1975

when the School of Dance was established.

The School, which teaches a core curriculum of classical ballet technique, has an annual enrolment of 450 students a year who range in age from six to 65.

Thousands of students have trained at the School over the last 13 years, and many have gone on to dance careers in Canada, the United States and Europe, Smith says.

Through frequent public performances the School has encouraged students to develop stage performance skills as well as a strong and solid technique, Smith says.

"I have the firm conviction that dancers must develop their artistic ability as they acquire technical proficiency. That, in fact, has been the guiding principle at George Brown."

A 16-member Youth Ensemble, made up of 12 to 18-year-old students, was recently formed to allow students in the School's Senior Division opportunities to perform in public.

New phone system has direct dialing

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to separate student traffic from business traffic," he says.

With the new system, says Rant, each local in the College will have a seven-digit number which can be called directly from outside the College, while the last four digits will be used for internal calls. A central College number will still be used but it is expected its load will be tremendously reduced.

The new system will only require the replacement of the four electronic switches that interconnect the present system, says Rant. All existing College phones and lines will continue to be used.

The cost of the new system, according to the taskforce report, could range from \$321,000 to \$358,000 in operating expenses per year, with a one-time installation cost of \$54,000. The current system is costing \$293,000 per year in operating costs.

Rant estimates the College will have about 700 phone numbers once the new system is installed.

"It's probable that the majority of College numbers, internal and external, will change, although we will try to retain the 967-1212 number," he says.

While the new system will allow more calls to be processed with less load on the central number, Rant cautions that it will be important that all telephones in the

College be adequately staffed and he estimates that the net result will be the need for the equivalent of two additional full-time staff members overall, with extra help required at peak times in areas with a high volume of calls. Departments are going to have to adopt a sense of accountability for answering phones, says Rant, because "no one else is going to answer if they don't."

In addition to the new phone system, Rant says the College is considering an interactive voice response system which would reduce staffing needs by allowing students to register, get information, and leave messages through the use of an automated voice messaging system. The cost of such a system, from Bell Canada, is estimated in the taskforce report at about \$245,000 for the first year and \$19,000 per year afterward.

Although the cost of the Executive system has been written off over the years since its purchase, Rant says there's a good chance the College will be able to sell the system, probably in the United States.

Division now a School

George Brown's Business Division has followed the lead of the School of Hospitality and has changed its name to the George Brown School of Business, Dean Jim Ross has announced.

Events



Developers are transforming the Silverwoods Dairy site into luxury townhouses (inset) and are planning to build an apartment building facing 160 Kendal Ave. on a former parking lot.

Casa Loma to get posh neighbours

It may be goodbye milk trucks and hello BMWs as staff at Casa Loma get to know their new posh neighbours.

Developers are planning to build a condominium apartment building on Kendal Avenue, and work has already started on a ritzy townhouse development just east of the campus.

The six-story apartment block will be sandwiched on a small lot between 175 Kendal and 500 MacPherson Ave., while the former Silverwood's Dairy site will soon be turned into rows of luxury townhouses - called Castle Hill - that sell for \$600,000 and more.

"Obviously, property values are increasing in the area," says George Brown Physical Resources Director Michael Rant.

The value of land has prompted Castle Hill developers Goldman and Green to build on the former industrial land and fill in the small lot between College buildings on Kendal Avenue with the apartment building that will contain 24 condominiums.

Howard Goldman, Director of Marketing for The Goldman Group, says he's pleased about the prospect of being neighbours with George Brown College.

The 94 townhouses on the four-acre site are expected to be completed in the spring of 1989 and more than a third have been sold already, Goldman says.

The townhouses will face onto Walmer Road which will be curved and will have a park area on one side.

The townhouses will come with the option of six floor plans, with two, three

or four bedrooms and a den, plus the option of adding a loft with roof deck and skylights. All models, which are about 3,100 square feet, will feature marble foyer, kitchen, and bathroom floors, whirlpool tubs in the master bathrooms, and, depending on the model, two-car tandem garages and elevators.

The apartments on Kendal Avenue will have one or two bedrooms with price tags of \$126,000 and \$160,000. They will be aimed at what Goldman calls "that huge market of people 55-plus who want to live in the same area but with amenities like brighter lights, lower lightswitches, grab bars in tubs, extra wide doors and ramp access."

Apprenticeship

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of apprenticeship trades it funds.

College, trade unions, government officials and employer groups reacted swiftly to the proposed changes in the apprenticeship system announced by Federal Employment and Immigration Minister Benoit Bouchard in November, 1987. Those changes, withdrawn in February, would have immediately cut funding from 48 out of 66 apprenticeship trades in Ontario, according to Ontario Skills Training Minister Alvin Curling.

George Brown, which is the Ontario community college most heavily involved in apprentice training, is responsible for training about 30 per cent of the province's 11,000 apprentices.

April 1 - Good Friday. College closed.

April 5 - Conference: Access to Apprenticeship, 8:30 a.m. to noon, Casa Loma Staff Lounge, 160 Kendal Ave. Sponsored by the Community Outreach Department, the Affirmative Action Advisory Committee, Ontario Public Service Employees Union Local 556, and the Technology Division. All are welcome. \$10 registration fee. Call ext. 2248 for information.

- Board of Governors meeting. Call Pat Smith (ext. 2211) for information.

April 7 - Metro Colleges Faculty Conference: Writing across the Curriculum, 9:30 a.m. to 4 p.m., Newnham Campus, Seneca College, free. To register call Bob Laxson at 491-5050.

April 14 - 20th Anniversary Recognition Dinner, Plumer's Dining Room. By invitation only. (See Doug Light's column on page 2 for more information.)

- College Council meeting, 9 a.m., Boardroom, 500 MacPherson.

April 18 - Ceremony to mark the beginning of George Brown Week. Noon, St. James atrium. All are welcome. Refreshments will be served. (See Doug Light's column on page 2 for more information.)

April 20 - Athletic Banquet for varsity and intramural team members, Casa Loma Gym. Call Alex Barbier (ext. 3280) for information.

April 21 - CollegeFest at Casa Loma, Kensington and St. James Campuses, 10 a.m. to 4 p.m. Student displays, demonstrations, career forums and refreshments at all campuses. Free shuttle bus service between campuses. (See Doug Light's column on page 2 for more information.)

April 22 - Nostalgia Dance featuring music from the '50s and '60s. 8 p.m., Casa Loma Gym. Tickets are \$10 per person and are available from campus manager's offices.

April 29 - Support Staff seminar: Better business writing, 1 to 4 p.m., Room 315 St. James Campus. Free. To register call Maria De Notaris (ext. 3293). Sponsored by the Professional Development Department.

Names in the News

A familiar face in the big band that will play at the George Brown Week ceremony on April 18 will be Academic Dean **Ray Santin**. Santin has played the tenor saxophone for many years and was instrumental in getting the band together. The performance at St. James Campus will be their premiere public appearance.

Community Worker program staff have had a busy time lately. Instructor **Tania Das Gupta** has been awarded a George Drew Memorial Trust Fund grant for research in community development. It will enable her to conduct research in rural India this summer. Her colleague **Bob Luker** recently met with Ontario Housing Minister Chaviva Hosk as a member of a delegation from the Affordable Housing Action Group. Hosk promised loan guarantees for non-profit housing, among other initiatives.

A memorial bursary has been established in the name of **Dr. Frank Berka**, a former lecturer on sports and fitness cardiology in the Allied Health Department. The first \$500 bursary will be presented to the top student in the Electrocardiogram course in the Fitness Instructor program at convocation in June.

Baking Technician **Laura Bryan** and Hospitality instructors **Nelson Iturriaga** and **Peter Penchoff** have been awarded the 1988 Hospitality Division professional development awards. Awards went to **Werner Biondi** and **Nancy MacMillan** last year.

Don't forget that Community Services Coordinator **Georgia Quartaro** will be leading a seminar on improving memory at the Metro Colleges Support Staff Conference at Georgian College on May 25. Futures instructor **Ann Perodeau** will speak at the conference on professional goal-setting.

Chinese Cuisine graduate **Ella Yoo** was elected President of the Chinese Cuisine Alumni Association at its inaugural meeting in late February. More than 200 people have graduated from this Hospitality Division program.



Academic Vice-President **Howell Pritchard** takes a grimace as he tries a new exercise machine in the St. James gym. The high tech equipment - a set of Nautilus machines that work on particular muscle groups - was bought co-operatively by the College and the St. James Student Administrative Council. The exercise equipment that it replaced at St. James has been moved into a new exercise room at Kensington Campus.

Hearing impaired accounting student **Greg Ferrara** and recent graduate **Rita Frullante** recently spoke to a group of 45 hearing impaired students from Toronto area high schools about programs and services at George Brown. The group toured St. James, Kensington and Casa Loma and had lunch at Plumer's Dining Room in a visit sponsored by the Support Services Department. Academic Division Chairperson **Jim Kormos**, Co-ordinator **Marguerite Wales** and Placement Officer **John Banning** also spoke to the students.

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Rosemary Armitage of the Human Resources Department, like many George Brown staff, works as a volunteer in her spare time. In the last two years she has helped out with children's programs, dance, theatre and even ice canoe racing at Harbourfront. It's great fun and rewarding, she says. Others interested in helping out should call Nancy Angus at 973-4944.

Don't look for an orchestra when you hear music welling up in a TV commercial, says St. James Math and Science Instructor **Len Blizzard**. Much music is now being artificially produced by computers, he says. The Toronto Chapter of the Audio Engineering Society, of which Blizzard and George Brown graduate **Paul Gonsalves** are executives, recently held a seminar on the topic at St. James Campus.

The Human Resources Department has told us of the following staff changes:

New support staff include **Kathleen Alexander** in Community Services at Nightingale, **Modesto Barroso** in the Caretaking Department at St. James, **Maria Da Silva** in the Registrar's Department at MacPherson, **Foroogh Dara** in the Community Outreach Department at Casa Loma, **Stephen Krzyzczewski** and **James Martin** in the Computer Services Department at Casa Loma, **Renato Lucente** in the Caretaking Department at Casa Loma, **Lisa Pinto** in the Hospitality Division at St. James, and **Antonella Sincropi** in the Waterpark Place Daycare Centre.

Internal transfers include: **Marsha Kotkowicz**, who left a position at Admissions at Casa Loma for one in the same Department at St. James; **Barbara McQuarrie**, who left a position with the Ontario Skills Development Office for one in the Professional Development office at St. James; and **Andrew Stock**, who left a position with the Futures Program for one in the Campus Manager's Office at St. James.

Retirements include former Electronics Chairperson **Bill Dykstra**, who retired after 18 years with the College, and Casa Loma Caretaking staff member **John Koprowski**, who retired after 19 years with George Brown.

Leaving the College are: **Janet Chandler**, **Teresa Howard**, **Bohdan Ladashewska**, and **Cynthia Rowe**.